



# A Leading European Airline

## Transforming Their Ground Handling Operations

Through a combination of aviation expertise, advanced technology, and people-focused change management, we turned around a leading budget airline's ground handling operations. From TUPE to recruitment, training to rostering, branding to daily facilities management, we boosted performance at all touchpoints – helping them beat their nearest rival in on-time performance.

### CHALLENGE

Our client has over 40 aircraft, more than 200 daily departures from their main airport base, and 850+ above and below wing staff. However, in 2018, their on-time-performance (OTP) had fallen to just 60%. Staff were disengaged, spend per passenger was low, and the company was paying EC261 passenger compensation on a daily basis. On top of this, baggage delivery was taking around two hours per flight, and the rates of short-shipped bags was high.

### SOLUTION

- Starting from 1st February 2019, we implemented an optimised labour service (above and below wing) for our client at their main airport base, including all operation management, HR, labour and labour administration. We have since provided all of the Airline's Stansted check-in, baggage, and ground operations handling.
- Where previously there had been no single corporate identity for our client's ground handling operations, we developed an entire new brand identity, including logos and uniforms.
- Via a single tech platform, resources were deployed across the airport, ensuring total transparency of shifts, availability and reporting. We also created a dedicated training app to ensure an additional layer of compliance assurance.
- To make the transition seamless, and to unite everyone behind the new brand, we worked closely with all employees and trade unions. Trust and respect were built from the start, via cultural change management, briefing sessions and ongoing training. The TUPE Transfer involved 520 and we recruited an additional 280+ staff to allow a soft start-up prior to the 1st February go-live.

### BENEFITS

- The airport where we operate is now our client's best performing base
- Within 28 days, we'd improved our client's OTP to 95% (outstripping their nearest rival by 30%)
- The percentage of short-shipped bags fell to fewer than 1%
- Revenue generated and spend per passenger became the highest in the UK

